



PARK SLOPE CIVIC COUNCIL

Growing a Business in **Park Slope**

*Connecting, Supporting,
and Inspiring
Our Local Entrepreneurs*



The Park Slope Civic Council's
2011 Community Forum

Thursday, March 3, 2011

The Montauk Club, 25 Eighth Avenue

**[www.parkslopeciviccouncil.org /
growing-business](http://www.parkslopeciviccouncil.org/growing-business)**

Program | Co-sponsors

Introduction

Michael Cairl, President, Park Slope Civic Council

Panel Discussion

Moderator: Randy Peers, host of *Sector B: The Business of Brooklyn*

Panelists

The Nuts and Bolts of Business: Nancy Carin, Executive Director, Business Outreach Center (BOC) Network

Social Media: Mark Caserta, President, M2C Consulting/Main Street Complete

Thinking Outside of the Real Estate Box: Naomi Hersson-Ringskog, Executive Director, No Longer Empty

Turning Passion into Profit: Dylan Goelz, Community Outreach Director, Roadify

Table Discussions

Two sets of discussions with table leaders, with a five-minute break in between

Q&A Session with All Discussion Leaders and Attendees

The Past and Future of Park Slope Business

Irene LoRe, Executive Director, Park Slope Fifth Avenue BID, and Owner-Operator, Aunt Suzie's Restaurant

Conclusion and Informal Networking

Thanks to our co-sponsors



The 2011 Annual Forum Planning Committee

Melinda Morris Lion In The Sun **David Herman** David Herman Studio

Mark Caserta M2C Consulting/Main Street Complete **Nelly Isaacson** Neighbors Helping Neighbors

Josh Levin

Judith Lief

Sarah Murphy

Lauri Schindler Park Slope Day Camp

Rebecca Welch Business Outreach Center Network

Participants

Moderator: Randy Peers, host of *Sector B: The Business of Brooklyn*, and Executive Director, Opportunities for a Better Tomorrow www.obtjobs.org

The Nuts and Bolts of Business

Nancy Carin
Executive Director,
Business Outreach Center
(BOC) Network
www.bocnet.org

Catalina Castaño
Regional Director, Brooklyn
City Tech Small Business
Development Center
brooklyn.nyssbdc.org

Alan Siege
Founder/Owner,
Small Business
Management Consulting
www.sbmc.biz

Social Media

Mark Caserta
President, M2C Consulting/
Main Street Complete
mark@mainstreetcomplete.com

Louise Crawford
Founder, Only the Blog
Knows Brooklyn
onlytheblogknowsbrooklyn.com

Nicole Davis
Publisher, Brooklyn Based
brooklynbased.net

Denis Hurley
Founder and President,
Mobile Meteor
mobilemeteor.com

Brent Lagerman
Co-Owner, mimoYmima
mimoymima.com

R.J. Wafer
Owner, myBeegle
myBeegle.com

Thinking Outside of the Real Estate Box

Neil F. Carlson
Co-Founder, Brooklyn Creative League
www.brooklyncreativeleague.com

Naomi Hersson-Ringskog
Executive Director, No Longer Empty
www.nolongerempty.org

Turning Passion into Profit

Susan Fox
Founder, Park Slope Parents
www.parkslopeparents.com

Dylan Goelz
Community Outreach Director, Roadify
www.roadify.com

Ezra Goldstein
Owner, The Community Bookstore
www.communitybookstore.net

Amy Yang
Founder and Teacher, Brooklyn Design Lab
www.brooklyndesignlab.org

The Past and Future of Park Slope Business

Irene LoRe, Executive Director, Park Slope Fifth Avenue BID, and Owner-Operator, Aunt Suzie's Restaurant www.parkslopefifthavenuebid.com

Profiles

Randy Peers, moderator

Randy has spent the last 18 years working in adult education, workforce development, and economic development. He currently serves as executive director of Opportunities for a Better Tomorrow and host of *Sector B: The Business of Brooklyn* on Brooklyn Independent Television. Randy previously held senior management positions at the Brooklyn Chamber of Commerce, South Shore High School's Adult Education Center, the Church Avenue Merchants Block Association, and the Osborne Association. He is a life-long Brooklynite, having lived in East Flatbush, Canarsie, and now Windsor Terrace, and is a former chair of Brooklyn Community Board 7.

Opportunities for a Better Tomorrow, a Brooklyn-based nonprofit organization, is a \$4.5 million employment and training organization that works with out-of-school youth and adults in Sunset Park, Bushwick, Williamsburg, and Bedford-Stuyvesant. OBT serves approximately 1,200 people each year, providing GED and ESL classes, business skills job training, adult literacy classes, and job placement assistance. **Sector B** showcases innovative and creative Brooklyn small businesses throughout the borough's various neighborhoods, and explores topics relevant to the local business community and the many resources available to entrepreneurs. The show can be seen on Time Warner 56, Cablevision 69, and Verizon 44, and online at www.bricartsmedia.org/bit (follow the "Sector B" link).

Nancy Carin, "The Nuts and Bolts of Business"

Nancy is executive director of the Business Outreach Center Network and BOC Capital Corp., a micro-loan fund that provides financial assistance to low-income and underrepresented communities throughout New York City. She is well known as an innovator in small-business programs. Nancy was instrumental in developing a new model for community-based economic development, and created a multicultural, multicompany coalition to support local entrepreneurs in seven New York City neighborhoods and Newark, N.J. She has more than 17 years of financial and microenterprise development experience, and has worked extensively with immigrant and minority groups, women-owned businesses, and industrial and environmental businesses.

The **Business Outreach Center (BOC) Network** is a nonprofit organization dedicated to community-based microenterprise small-business development. Whether you are a new entrepreneur or an established business owner, BOC can help you start up or expand your own small business. With a long and successful track record of delivering customized business services throughout New York City, we provide free business counseling, training, workshops, and access to financing through our affiliate partner BOC Capital Corp.

Mark Caserta, "Social Media"

Mark has played a leading role in fighting for the city's environment for more than 12 years, as deputy director of New Yorkers for Parks, director of the Waterfront Parks Coalition, and NYC lobbyist for the New York League of Conservation Voters. In April 2004, Mark and his wife Samantha opened 3r Living, an eco-friendly home and lifestyle store in Park Slope. A second store opened in Maplewood, N.J., in October 2007. Now 3r Living is online only, at www.3rliving.com. Mark is also a web and social-media consultant to small businesses through his company M2C Consulting/Main Street Complete.

Profiles

For six years, **M2C Consulting** has been working with nonprofit organizations, helping them to create public-policy advocacy campaigns, launch online marketing strategies, and raise funds. In 2010, M2C Consulting formed a partnership with Mobile Meteor called **Main Street Complete**, which works with small businesses and merchant groups to find affordable, effective solutions for reaching customers online and through the mobile web.

Dylan Goelz, “Turning Passion into Profit”

Dylan is community outreach director at Roadify. Prior to helping to launch the growing tech start-up, he worked as a field organizer on the Obama presidential campaign in Florida. He loves the New York entrepreneurial and tech scenes, and is thankful that he got started here in a Park Slope basement (ask him about it).

Roadify is a commuter alert network that connects New Yorkers to the commuting information they’re looking for, right when they need it. The mobile solutions combine schedules and service changes with real-time updates from people like you to create the most dynamic and accessible alert platform available in the United States. The free Roadify iPhone app has been a Top 25 App for Navigation in iTunes, and covers the three major modes of transit (car, bus, and subway) in all five boroughs of New York City. For non-iPhoners, Roadify is also accessible by text message and voice call-in.

Naomi Hersson-Ringskog, “Thinking Outside of the Real Estate Box”

Naomi is the executive director of No Longer Empty, where she spearheads different community and real-estate strategies in order to study and measure the effects of art as a tool for reactivating corridors and making a local economic impact. Two programs to note are the Art in Empty Storefronts Initiative with Manhattan’s Community Board 3, and the Site Assessment Lab. She is a recipient of the William Kinne Fellowship Award, and serves on the executive board of the Alumni Association at Columbia University’s Graduate School of Architecture, Planning, and Preservation.

No Longer Empty transforms empty storefronts into contemporary public art exhibitions. No Longer Empty’s core mission is to engage with the local community and to revitalize empty spaces by bringing site-specific, high-caliber, curated art exhibitions with accompanying programming to the public.

Irene LoRe, “The Past and Future of Park Slope Business”

Irene is the executive director of the **Park Slope Fifth Avenue Business Improvement District**. Founded in January 2009, the BID represents a dynamic commercial and residential corridor whose borders stretch from Dean Street to 18th Street in Park Slope. The organization is made up of property owners and commercial tenants who are dedicated to promoting business development and improving the area’s quality of life. The BID delivers supplemental services such as sanitation and maintenance, public safety and visitor services, marketing and promotional programs, capital improvements, and beautification for the area; it also has a local blog, AllAboutFifth.blogspot.com. Irene is also the long-time owner of **Aunt Suzie’s** restaurant, which has been serving Southern Italian meals from its Fifth Avenue location to hungry Park Slopers for years.

More profiles are available at www.parkslopeciviccouncil.org/growing-business

Business resources

We've asked the panelists and discussion leaders at this forum to provide some of their favorite resources for business inspiration and success. More will be posted on our website, www.parkslopeciviccouncil.org/growing-business, as we collect them.

Organizations and Services

Accion: www.accion.org

Brooklyn Business Solutions Center:

www.nyc.gov/html/sbs/nycbiz/html/contact/contact.shtml

Brooklyn City Tech Small Business Development Center:

brooklyn.nyssbdc.org

Brooklyn Public Library's Business Library:

www.brooklynpubliclibrary.org/business

Business Outreach Center Network: www.bocnet.org

Meetings of local community boards:

nyc.gov/html/cau/html/cb/directory.shtml

NYC Business Express:

www.nyc.gov/portal/site/businessexpress

NYC Business Solutions: www.nyc.gov/smallbiz

SCORE NYC: www.scorenyc.org/small-biz-help/index.php

Small Business Administration: www.sba.gov

Walter Wright of Allstate Insurance on Seventh Avenue "for insurance needs"

Books and Guides

The Art of the Start by Guy Kawasaki, "a great business planning book"

City: Rediscovering the Center by William Whyte

Craft, Inc.: Turn Your Creative Hobby into a Business by Meg Mateo Ijasco

The E-Myth by Michael Gerber

Good to Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins

Practical Guide for a Business Plan:
www.nyssbdc.org/resources/Publications/practical_guide.pdf

The Rise of the Creative Class by Richard Florida, "some of the most important thinking about the relationship between culture, economic development, and creativity in the 21st century" (also see www.creativeclass.com)

Soul Proprietor — 101 Lessons from a Lifestyle Entrepreneur by Jane Pollak

Why We Buy: The Science of Shopping
by Paco Underhill

Zag: The Number One Strategy of High-Performance Brands
by Marty Neumeier

Business resources

Magazines

Crain's New York Business:

www.craainsnewyork.com

Fast Company: fastcompany.com

Inc. Magazine, "read creative ideas and get inspired by other entrepreneurs"; "despite the occasional rah-rah tone, there's a lot of good, practical advice in every issue": www.inc.com

Websites

Action Plan Marketing:

www.actionplanmarketing.com

Cutting Edge Capital, "a great resource for creative financing of local, sustainable businesses": www.cuttingedgecapital.com

How Can a Website Help My Business:

www.mimoymima.com/help/faq-smallbiz

"Marketing guru" Seth Godin's blog:

sethgodin.typepad.com

Mashable, a blog of "news in social and digital media, technology and web culture": mashable.com

PSFK, "a source for new ideas for creative business": www.psfk.com

The 3/50 Project, a campaign supporting locally owned businesses: www.the350project.net

Internet tools

Business Masterminds' free iPhone app with cash-flow ideas to grow your business

Dreamhost.com "for web design and hosting"

DropBox, "online storage is a must for sharing files with colleagues and friends (free up to 2GB)": www.dropbox.com

Facebook and Twitter, "of course"

Geodetic, an app that "automatically discovers restaurants, retailers, and attractions nearby"

Google Alerts, "let Google tell you when you've been mentioned in the press, blogs, even on Twitter (free)"

Google Analytics: www.google.com/analytics

HootSuite, "it's your social media command center, allowing you to control all of your feeds in one spot (free to start)": hootsuite.com

MadMimi, "an e-mail campaign client with the best customer service out there, plus they're local!": madmimi.com

The People All Around You

"In these first several months [in my store], the most valuable resource by far has been a committed, creative, and dedicated staff, which introduced me to the book business, and which, by dint of its youth and enthusiasm, has motivated me to try new ideas and polish old ones."



PARK SLOPE CIVIC COUNCIL

“Growing a Business in Park Slope: Connecting, Supporting, and Inspiring Our Local Entrepreneurs” is the latest in the Civic Council’s annual forums, which for nearly two decades have been highlighting topics of interest and concern for the Park Slope neighborhood. Last year’s forum, “The Future of Fourth Avenue,” turned the community’s attention toward this once-neglected thoroughfare, and led to a renewed focus and the creation of a Civic Council group that will monitor developments along this evolving corridor. Other forums have covered sustainability, which resulted in a committee that advocates for responsible use and conservation of natural resources in Park Slope; traffic and transportation, which led to the creation of the Grand Army Plaza Coalition; expansion of the Park Slope Historic District; Atlantic Yards development; and garbage in the community, which brought forth our popular Civic Sweeps.

The forums are just one aspect of the Park Slope Civic Council’s mission. Founded in 1896, the Civic Council is one of the oldest civic associations in Brooklyn. We work together to enrich, support, protect, and advocate for Park Slope’s thriving population and its essential neighborhood character. We encourage community building and development through a series of fun, educational, and beautification events such as the well-known Children’s Halloween Parade, the Civic Sweeps every fall and spring, efforts to transform Grand Army Plaza and the Fourth Avenue corridor, and the annual Holiday Toy Drive. The annual House Tour generates thousands of dollars to facilitate our sponsorship of valuable nonprofit institutions and projects.

For more information, visit our website at www.parkslopeciviccouncil.org.

***Become a member of
the Park Slope Civic Council!***

**Fill out a membership form here
or visit us online at**

www.parkslopeciviccouncil.org/joinus